



Journal home page:: <http://ajarcde-safe-network.org> ISSN 2581-0405

Counseling on the Making of the Innovative Herbal Drink "GoldenBlend Tonic" in an effort to Empower Women Farmers in Gelam Village, Candi, Sidoarjo

Sephia Maharani¹, Nasywa Aulia Wijaya², Tiara Damayanti³, Nadia Ayu Winanda⁴, Risqi Firdaus Setiawan⁵.

^{1,2,3,4,5} Agribusiness Study Program, Faculty of Agriculture, Universitas Pembangunan Nasional "Veteran" East Java, Surabaya, Indonesia

ARTICLE INFO

Article History:

Received: 23 May 2024

Final Revision: 17 June 2024

Accepted: 25 June 2024

Online Publication: 26 June 2024

KEYWORDS

KWT, Empowerment, Herbal drink, Innovation, applied research

SUITABLE AUTHOR

*Email: risqi.f.agribisnis@upnjatim.ac.id

A B S T R A C T

Empowerment of Women Farmers Group (KWT) must be done so that local potential can be utilized and agricultural products can be processed into high-value economic products. One of the local potentials that can be developed is Family Medicinal Plants (TOGA). Besides being beneficial for health, TOGA also has high economic value when sold as raw materials for traditional medicine and instant herbal drinks. The empowerment effort carried out is counseling on making the innovative herbal drink GoldenBlend Tonic, a combination of high-quality spices. Community Service activities were carried out at the Gelam Village Hall, Candi District, Sidoarjo, attended by 25 people from the Gelam Village KWT. This activity aims to empower the local women farmers by providing knowledge and skills in processing agricultural products into high-value economic products. The method used is counseling involving presentations, discussions, and direct practice. The result of this activity is an increased understanding and skills of the KWT regarding innovative herbal drink products. In the future, it is expected that the Gelam Village KWT can develop new products, increase productivity, and strengthen the economy of their families and communities.

1. INTRODUCTION

1.1. Background

Community empowerment is one of the ways to improve the economy through activities that can build self-quality in order to develop and not be left behind [1]. Community empowerment, especially for rural women farmers, is an important aspect of efforts to improve welfare and economic independence. Women Farmers Group is one of the government programs that serves as a forum for women farmers with the aim of improving and developing the abilities of women farmers [2]. Through empowerment, women farmers groups can utilize local potential and develop skills in processing agricultural products into high-economic value products. This not only provides opportunities for additional income but also encourages the growth of sustainable local industries.

One of the local potentials that can be developed is Family Medicinal Plants (Toga). Toga is a plant that is cultivated and

used by families as a source of traditional medicines to overcome various diseases or maintain health [3]. Toga is often grown in home gardens or small gardens and is part of an effort to utilize herbal plants independently. In addition to being beneficial for health, TOGA also has high economic value. It can be sold as raw materials for traditional medicines or sold in the form of instant herbal drinks. This can be a business opportunity for the community to improve the economy [4]. One of the Women Farmers Groups (KWT) that cultivates Toga is KWT Desa Gelam, Kecamatan Candi, Sidoarjo.[2]

The empowerment efforts carried out by students of the Agribusiness Study Program at the National Development University (UPN) "Veteran" East Java is the counseling on the production of innovative herbal drink products, GoldenBlend Tonic, to the Women Farmers Group in Desa Gelam, Kecamatan Candi, Sidoarjo. This activity is the result of the experience and knowledge gained by students during their participation in the Certified Independent Study Program (MSIB) at PT Agritama Sinergi Inovasi (AGAVI), a leading company in food innovation.



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License
Published under licence by SAFE-Network

Through this valuable experience, students developed the concept of GoldenBlend Tonic. This herbal drink combines high-quality spices such as ginger, turmeric, galangal, lemongrass, and lime with honey as a natural sweetener. It is not only refreshing and low in sugar but also rich in health benefits such as boosting the immune system, aiding digestion, maintaining blood sugar levels, and protecting the body from free radicals.

Equipped with the knowledge and skills acquired, students then conducted a training session on producing the innovative product GoldenBlend Tonic in Gelam Village. This activity aims to empower local women farmers by providing them with knowledge and skills in processing agricultural products into high-value economic products. Through a participatory approach and educational methods involving presentations, discussions, and hands-on practice, it is hoped that the Women Farmers Group (KWT) can develop new products, increase productivity, and strengthen the economy of their families and communities.

1.2. Literature Review

Community empowerment is an effort to develop the potential and capacity of the community to be more empowered, independent, and prosperous. Empowerment activities aim to improve the quality of life of the community through various programs designed to meet local needs and characteristics. By involving active participation from the community, empowerment is expected to help the community improve their skills, knowledge, and access to opportunities that can promote their progress and self-reliance sustainably [5]. [3]

Community empowerment can be achieved through the active involvement of the community itself, facilitated by empowering actors. The involvement of various parties is necessary, where each party must contribute significantly to empower their citizens, especially by stimulating, encouraging, or motivating individuals to have the ability or empowerment to determine their life choices. The ultimate goal of this process is to empower community members to improve their standard of living and optimize their available resources to the fullest [6]. [4]

Family medicinal plants have become increasingly popular among the public. Family Medicinal Plants (Toga) are plants that are grown and used by families as a source of traditional medicine to treat various diseases or maintain health [3]. Medicinal plants can increase the income of rural communities because by growing these plants, communities can use them as medicine. Still, these medicinal plants can also be sold, thus increasing income. In addition, these medicinal plants can also be processed, such as made into sachet drinks, thereby increasing their market value [7]. [2] [5]

1.3. Objectives

Based on the description in the introduction chapter, the counseling activity on the production of the innovative herbal drink GoldenBlend Tonic for a group of women farmers in Gelam Village, Sidoarjo, has several objectives, namely (1) Empowering the women farmers group in Gelam Village through the utilization of local potential in the form of Family Medicinal Plants (Toga) that they possess.; (2) Increasing the economic value of Family Medicinal Plants (Toga) by processing them into the innovative product GoldenBlend Tonic, which has a high selling value.; (3) Providing the women farmers group with knowledge and skills to develop innovative food products based on local raw materials.

2. IMPLEMENTATION AND METHOD

The Community Service (PKM) activity was conducted at the Gelam Village Hall, Candi District, Sidoarjo, attended by 25 people from the Women Farmers Group (KWT) of Gelam Village. The following are the steps in implementing the Community Service activity:

2.1. Preparation Stage

Including discussions on what products will be made in the counseling activity, conducted together with group members and supervising lecturers, surveys to determine the location of the community service activity, preparation of materials, and production of product samples.

2.2. Implementation Stage.

Includes the distribution of leaflets, giving a pre-test to assess participants' knowledge before the material presentation activity, presenting material on the production of herbal innovation drinks, demonstrating the making of herbal drinks (GoldenBlend Tonic), providing samples of herbal drinks (GoldenBlend Tonic), question and answer discussions, giving a post-test to assess the participants' knowledge before and after the activity, and finally giving a satisfaction questionnaire on the implementation of the activity and the products in the community service activity.

2.3. Evaluation Phase

Assessment of the success of the counseling activity by summarizing the percentage of correct answers in the pre-test and post-test, summarizing the results of the satisfaction questionnaire on the implementation of the activity and the products in the community service activity, which is given in the form of a questionnaire.

3. RESULTS AND DISCUSSION

3.1. Activity Preparation

Implementing this community empowerment activity requires preparation to ensure the program's success. The preparation phase is carried out carefully and involves various relevant parties.

First, the innovative product that will be the focus of the empowerment material is discussed. At this stage, the program implementation team engages in in-depth discussions to determine the innovative product that will be used as the focus of the empowerment. In this case, the chosen product is "GoldenBlend Tonic," a low-sugar fresh herbal drink made from high-quality spices with natural sweeteners from honey.



Figure 1. Discussion with BPP Candi

<https://doi.org/10.29165/ajarcde.v8i2.428>

Second, after the innovative product is determined, the program implementation team coordinates with the Agricultural Extension Center (BPP) Candi to conduct a field survey. This survey aims to determine the appropriate location for implementing the empowerment program and identify the target audience suitable for the material. In this case, priority is given to the Women Farmers Group (KWT) to create additional income sources for families or groups because they are considered the most competent in processing drinks made from spices.



Figure 2. Location Survey.

Third, the program implementation team conducted a small-scale trial of the production of the innovation product "GoldenBlend Tonic." This was to ensure that the product manufacturing process was done well and in accordance with the expected standards. After a successful trial, the program implementation team increased the production of the product to be used as samples during the empowerment activities. These product samples will be used as learning and practice media for the women farmer groups participating in the program.

3.2. Implementation of Counseling

The counseling activity for producing the herbal drink GoldenBlend Tonic was carried out according to schedule with 25 members of the Women Farmer Group (KWT) from Gelam Village. The participants attended from each RT (neighborhood unit) with a number ranging from 3-6 people per RT. The speakers who provided the material for the counseling were Sephia Maharani, Nasywa Aulia Wijaya, Nadia Ayu Winanda, and Tiara Damayanti, students of the Agribusiness Study Program at UPN Veteran East Java who had just completed the Certified Independent Study Program (MSIB) at AGAVI.



Figure 3. Presentation of Material for Counseling on the Production of the Innovation Product GoldenBlend Tonic Herbal Drink.

The speakers distributed leaflets and gave a pre-test to assess the participants' knowledge before the material presentation activity took place. The material presentation with the title "Counseling on the Production of the Innovation Product

GoldenBlend Tonic Herbal Drink in Gelam Village, Candi, Sidoarjo" began with an explanation of the economic potential of Family Medicinal Plants (Toga), followed by the health benefits of the herbal drink (GoldenBlend Tonic).

Table 1. The formula for GoldenBlend Tonic Herbal Drink

Jahe	20 g
Kunyit	10 g
Sereh	25 g
Lengkuas	10 g
Jeruk nipis	15 ml
madu	15 ml
Air	500 ml

After the material presentation, the speakers conducted a practice session on the production of the herbal drink GoldenBlend Tonic,:

1. Preparing all the necessary tools and ingredients, such as a pot, blender, strainer, and fresh spices, including ginger, turmeric, galangal, lemongrass, lime, and honey.
2. The spices must be cleaned and peeled first to remove dirt and skin.
3. After cleaning, spices such as ginger, turmeric, galangal, and lemongrass are put into the blender and ground with a little water.
4. Next, prepare a pot and boil 500 mL of water. After the water boils, add the ground spices and simmer for 5 minutes to prevent the spices from becoming bland.
5. After simmering, lift and cool down the mixture of spices first. Then, strain the mixture of spices using a strainer to separate the residue from the spice extract.
6. After straining, the GoldenBlend Tonic herbal drink is ready to be added to lime juice and honey according to taste. Lime juice provides a refreshing taste, while honey is a natural sweetener that benefits health. Stir the drink mixture well so the lime juice and honey mix well.
7. The final step is to package the GoldenBlend Tonic herbal drink in a bottle or other packaging. This drink can be enjoyed directly when chilled or stored in the refrigerator first. If stored at room temperature, this drink can last for 2 days, while if stored in the refrigerator, it can last up to 5 days.

The speakers demonstrated the step-by-step process of making the drink. During the demonstration, participants were allowed to try the GoldenBlend Tonic herbal drink prepared by the speakers directly.

The activity continued with a question-and-answer session. During the session, the participants' enthusiasm was evident from the number of questions they asked the speakers. Each neighborhood association representative asked questions and provided feedback to the speakers. Next, a post-test was given to determine the participants' knowledge before and after the activity. Finally, a satisfaction questionnaire was given regarding implementing the activity and the product in the community service.



Figure 4. Practical Guidance on the Making of the Innovative Product, GoldenBlend Tonic Herbal Drink.



Figure 5. Documentation with the Gelam Village Women's Group, Candi, Sidoarjo.

3.3. Evaluation

The implementation of this community service activity is considered quite successful. This can be seen from the number of participants and their commitment to the community. The participants in this community service activity were attended by 25 participants from the target group, which is 25 participants.



Figure 6. Distribution and Filling of the Pre-test and Post-test.

Evaluation is a stage in determining how the results have been achieved in a particular activity to support achieving goals [8]. The assessment of the success of counseling activities is done by summarizing the percentage of correct answers on the pre-test and post-test that the participants have completed. The pre-test determines the participants' knowledge before the material presentation activities occur. In contrast, the post-test compares participants' knowledge before and after the activities occur [9].

The pre-test and post-test results show increased knowledge about the benefits and products of herbal drinks (GoldenBlend Tonic). The average correct answer from the pre-test is 85.5%, which is quite good, while the average score for the post-test has increased to 97.5%. The pre-test and post-test results can be seen in Table 2[6][7].

Table 2. Results of Pre-Test and Post-Test of Community Service Activities

Question	Correct Answer	
	Pre-Test (%)	Post-Test (%)
• Are ginger, turmeric, galangal, lemongrass, and lime rich in nutrients and vitamins?	100	100
• Is GoldenBlend Tonic an herbal drink?	92	100
• Is GoldenBlend Tonic designed to support immune system enhancement and weight loss programs?	100	100
• Does GoldenBlend Tonic use sugar as a sweetener?	8	80
• Can ginger in GoldenBlend Tonic help with digestive problems?	88	100
• Is GoldenBlend Tonic suitable to be served cold?	96	100
• Do 30-year-olds consume GoldenBlend Tonic? above?	100	100
Can GoldenBlend Tonic be stored at room temperature?	100	100

Table 3. Results of the Satisfaction Survey on Implementing Activities and Products in Community Service

Question	VS (%)	S (%)	LS (%)	NS (%)
The content of the material is interesting and acceptable to the community.	56	44		
The material is in accordance with the needs of the community.	64	36		
The material can be applied in daily life.	72	28		
Socialization program	72	28		
The counseling is beneficial to the community.				
The relationship between the organizers and the community.	40	60		
The taste of the presented products is delicious.	36	64		
The packaging of the products is attractive.	40	60		
The products are beneficial to the community.	72	28		
The products are easy to make and serve on their own.	80	20		

VS-very satisfy, S-Satisfy, LS-Less satisfy, NS-Not satisfy

The survey data on the satisfaction of implementing activities and products in community service show a high level of public interest and satisfaction. The survey results indicate that participants who chose strongly agree (SA) were 59.1% on average, and those who chose to agree (A) were 40.8% on average. The survey results on the satisfaction of implementing activities and products can be seen in Table 3.

4. CONCLUSION

The implementation of Community Service activities (PKM) began with the distribution of leaflets and pre-tests, the delivery of material related to Family Medicinal Plants (Toga) and the benefits of GoldenBlend Tonic herbal drinks, direct practice of making GoldenBlend Tonic, discussion sessions, and the completion of post-tests and satisfaction questionnaires for the implementation of activities. This activity was attended by 25 members of the Women Farmers Group (KWT) in Gelam Village, Candi, Sidoarjo. The results of this activity showed an increase in participants' knowledge about the benefits and products of GoldenBlend Tonic herbal drinks, as indicated by the pre-test and post-test results. The average correct answer from the pre-test was 85.5%, while the average post-test score increased to 97.5%. This activity also received positive responses from the KWT in Gelam Village, as evidenced by the high interest and public satisfaction based on the satisfaction questionnaires for implementing activities and products.

The Women Farmers Group (KWT) in Gelam Village is expected to utilize Family Medicinal Plants (Toga) local potential and transform them into innovative products with high market value. Continuous support from the Agricultural Extension Center (BPP) in Candi is expected to facilitate and provide assistance in utilizing Family Medicinal Plants (Toga), which is currently a local potential in the area.

ACKNOWLEDGEMENT.

The implementing team expresses gratitude to the Research and Community Service Institute of Universitas Pembangunan Nasional "Veteran" East Java for providing the opportunity to carry out the Community Service Program. Thanks are also extended to the Supervising Lecturer for their support and advice, which contributed to the smooth implementation of the activities. Additionally, we would like to thank the Agricultural Extension Center (BPP) Candi and the Women Farmers Group (KWT) of Gelam Village, Candi, Sidoarjo, for their assistance in facilitating the activities.

REFERENCES

- [1] R. F. Zahrah, S. S., & Setiawan, "Pemberdayaan Petani Cabai Melalui Pendampingan Pembuatan Perbanyakan Dekomposer Menggunakan M21 Pada Tanaman Cabai Di Desa Mekarjaya, Kecamatan Campaka, Kabupaten Cianjur.," *Karya J. Pengabd. Kpd. Masy.*, vol. 3, no. 1, pp. 313–317, 2023.
- [2] M. Atmojo and A. Darumurti, "Pemberdayaan Masyarakat Melalui Tanaman Obat Keluarga (TOGA)," *J. Abdimas BSI J. Pengabd. Kpd. Masy.*, vol. 4, no. 1, pp. 100–109, 2021, doi: 10.31294/jabdimas.v4i1.8660.
- [3] Y. T. Anggraeni, W. Wahyuningrum, and R. F. Setiawan, "Pemberdayaan Petani Melalui Pendampingan Pembuatan Pupuk Organik Cair Pada Tanaman Cabai Di Desa Gekbrong," *J. Pengabd. Kpd. Masy.*, vol. 3, no. 2, pp. 177–181, 2023, [Online]. Available: https://jurnalfkip.samawa-university.ac.id/karya_jpm/index
- [4] H. P. Rini, W. C. Izaak, and H. Hendrarini, "Pemberdayaan Masyarakat Berbasis Urban Farming di Medayu Utara Kelurahan Medokan Ayu Kecamatan Gunung Anyar Kota Surabaya," *BAKTIMAS J. Pengabd. pada Masy.*, vol. 4, no. 4, pp. 188–197, 2022, [Online]. Available: files/44/Rini et al. - 2022 - Pemberdayaan Masyarakat Berbasis Urban Farming di .pdf
- [5] Nurhab and Muhamad Irfan, "Penanaman dan Pemanfaatan Tanaman Obat Keluarga (TOGA) bagi Masyarakat Desa Negeri Tua.," *JUPEMAS J. Umum Pengabd. Masy.*, pp. 33–42, 2023.
- [6] F. S. Hati, "Evaluasi Skor Pre-Test dan Post-Test Peserta Pelatihan Pelayanan Kontrasepsi bagi Dokter dan Bidan di Fasilitas Pelayanan Kesehatan di BKKBN Provinsi Jawa Tengah," *J. Edutrained J. Pendidik. dan Pelatih.*, vol. 7, no. 1, pp. 67–78, 2023, doi: 10.37730/untrained.v7i1.220.
- [7] S. Irtadwidjajanti, L. Jubaedah, R. Tatyana, J. Putri, and T. Niswi, "Penyuluhan Pembuatan Minuman Tradisional Indonesia – Yang Kami Sebut Jamu (Minuman Segar Dan Masyarakat Melalui Media Buku Saku Di Desa Pantai Mekar, Muara Gembong, Bekasi, Jawa Barat)," *Pros. Semin. Nas. Pengabd. Kpd. Masy.*, vol. 2022, pp. 1–7, 2022.